



COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

Station Letter

November 23, 1953

Dear Station Managers:

Within the last few weeks College Radio Corporation has forwarded you a large quantity of survey material. A very large number of the stations have forwarded the material, but of course there are those stations who have not sent all of the materials back.

Below is checked the material which we have NOT gotten from you, as of November 21, 1953. Please finish all the work AS SOON AS POSSIBLE, so that the results can be surveyed.

There is an actual example of a station being asked specifically to submit material -- and because of neglect, this station is losing well over \$100 a year on just one account. DON't let this happen to your station.

Thank you for all the cooperation -- especially if your station is one of the majority who did send in the material immediately.

Sincerely yours,

COLLEGE RADIO CORPORATION
Sales Department

STATION: Smith

We have not received:

- (☒) Red daily program logs
- (☒) Play-by-Play questionnaire
- (☒) Merchandising (Section I)
- (☒) Merchandising (Section II)
- (☒) Listenership Survey (Section III)
- (☒) Station Data (Section IV)
- (☒) BUYING HABIT SURVEY (Section V)

When material was forwarded
to you:

OCT 1953

NOV 6 1953

Sent in separate cover,
Instructions with survey booklet

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IF YOUR STATION HANDLES THE LUCKY STRIKE PROGRAMS, PLEASE
FILL IN AND MAIL THE CARD ENCLOSED. THANK YOU.

Station Letter

November 22, 1953

Dear Station Manager:

Within the last few weeks College Radio Corporation has forwarded you a large quantity of survey material. A very large number of the stations have forwarded the material, but a number of stations who have not sent all of the material back.

Below is checked the material which we have NOT gotten from you as of November 22, 1953. Please finish all the work AS SOON AS POSSIBLE, so that the results can be analyzed.

There is an actual example of a station being asked specifically to submit material -- and failure to submit. This station is losing well over \$100 a year on that one request. DON'T let this happen to your station.

Thank you for all the cooperation -- especially if you at this time of the majority who did send the material immediately.

Sincerely yours,

COLLEGE RADIO CORPORATION
Sales Department

STATION:

We have not received:

() Red daily program logs

() 15-30 day questionnaire

() Merchandise (Station I)

() Merchandise (Station II)

() Merchandise Survey (Station III)

() Station Data (Station IV)

() BUYING HABILTY SURVEY (Station V) Sent in separate envelope

Instructions with survey booklet

IF YOUR STATION HADN'T BEEN THE LUCKY STATION KNOWN AND PLEASE
THE INSTRUCTIONS CARD ENCLOSED WITH THE LOGS